

1 **MINUTES FOR THE JOINT MEETING OF THE**
2 **SISTER BAY PARKS, PROPERTIES & STREETS COMMITTEE**
3 **& THE SBAA BOARD OF DIRECTORS**
4 **THURSDAY, JULY 7, 2016**
5 **SISTER BAY-LIBERTY GROVE FIRE STATION - 2258 MILL ROAD**
6

7 *The July 7, 2016 joint meeting of the Sister Bay Parks, Properties & Streets Committee and the*
8 *Sister Bay Advancement Association Board of Directors was called to order by Parks Committee*
9 *Chair Dave Lienau and SBAA President Drew Bickford at 8:01 A.M.*
10

11 **Present:** Parks Committee Chair Dave Lienau and Parks Committee members John
12 Clove and Sharon Doersching, as well as SBAA Board of Directors President Drew
13 Bickford, and SBAA Board members Ron Kane, Windy Bittorf, Kathy Enquist and Tonya
14 Crowell. Denise Bhirdo, who is a member of the SBAA Board of Directors and the Parks,
15 Properties & Streets Committee, was also in attendance.
16

17 **Absent:** SBAA Board members Larry Gajda, James Larsen and Nancy Grube.
18

19 **Others:** Rob Zoschke
20

21 **Staff Members:** Zeke Jackson, Village Administrator, Chris Milligan, SBAA
22 Coordinator and Janal Suppanz, Assistant Administrator/SBAA Secretary.
23

24 **Business Items:**

25 **Item No. 1. Approval of the Agendas:**

26 *A motion was made by Clove, seconded by Bhirdo that the Agenda for the July 7, 2016 joint*
27 *meeting of the Sister Bay Parks, Properties & Streets Committee and the SBAA Board of*
28 *Directors be approved as presented. Motion carried – All Parks Committee members voted “aye”.*
29

30 *A motion was made by Kane, seconded by Bhirdo that the Agenda for the July 7, 2016 joint*
31 *meeting of the SBAA Board of Directors and the Sister Bay Parks, Properties & Streets*
32 *Committee be approved as presented. Motion carried – All SBAA Board members voted “aye”.*
33

34 **Item No. 2. Approval of minutes:**

35 *A motion was made by Kane, seconded by Enquist, that the minutes for the June 2, 2016 meeting*
36 *of the SBAA Board of Directors be approved as presented. Motion carried – All SBAA Board*
37 *members voted “aye” with Bhirdo abstaining.*
38

39 **Item No. 3. Discussion regarding solicitation of RFP's from vendors wishing to do**
40 **business in Waterfront Park:**

41 A number of years ago RFP's were solicited from business owners wishing to do non-
42 food related business in Waterfront Park. Bay Shore Outdoor was one of the businesses
43 which submitted an RFP, and the owner of that business, Rick Wylie, did enter into a
44 contract with the Village. (Bay Shore Outdoor now offers silent sports rentals on the
45 waterfront.) The Waterfront Oversight Committee, which is an advisory committee to
46 the Parks Committee, recommended that RFP's be solicited from any and all vendors
47 wishing to do business in Waterfront Park, but that no more than three of the vendors'

1 proposals actually be accepted. The members of the Parks Committee have asked that
2 the SBAA Board of Directors provide input on this issue, and the suggestion has also
3 been made that the SBAA coordinate the RFP solicitation/selection process.
4

5 Bhirdo explained that the members of the Waterfront Oversight Committee, of which
6 she was the chair, addressed this issue at length and finally came to the conclusion that
7 there should not be any restrictions on the type of businesses which will be allowed to
8 submit the previously mentioned RFP's, since there could be a need for a number of
9 additional services and product offerings now that all the work has been done
10 downtown. She also pointed out that since Waterfront Park is owned by the Village, she
11 does not believe the SBAA should be involved in the RFP solicitation/review process at
12 all. Several of the SBAA Board members concurred.
13

14 Milligan stated that because there are now so many restaurants in the downtown area he
15 does not believe a food vendor, other than someone who offers "grab & go" food, would
16 be successful in Waterfront Park or on the beach. One possibility which was suggested
17 was the concept of allowing a "restaurant runner" to do business in and around the
18 Village.
19

20 *Lengthy discussion took place regarding this issue, and it was eventually the consensus that*
21 *because the season is already in "full swing" it would not be practical to solicit RFP's from any*
22 *potential waterfront vendors until next year. Milligan suggested that representatives of the*
23 *SBAA and the Village go down to the waterfront and conduct random interviews of beach/park*
24 *patrons during the remainder of "the season" to see if they are happy with the appurtenances*
25 *which are currently offered, and, if not, ask what changes they would like to see. It was the*
26 *consensus that this was an excellent idea. Jackson and Milligan agreed to meet ASAP to*
27 *formulate a list of five simple survey questions, and they will see that the survey is conducted in a*
28 *timely fashion. After the survey data has been compiled it will be provided to the members of the*
29 *Parks Committee.*
30

31 **Item No. 4. Discussion regarding matters to be placed on a future Parks Committee**
32 **Agenda or referred to a committee, official or employee:**

33 *Jackson gave the following oral report:*

- 34 • *He had some difficulty finding a swim dock slide which will meet the Village's needs for*
35 *the authorized purchase price. It was the consensus that for the time being Jackson shall*
36 *hold off on purchasing any type of slide.*
- 37 • *In the course of doing the research on swim dock slides he discovered that there is a*
38 *different option which might work quite well in Sister Bay. ("Fun rafts", which float, are*
39 *actually equipped with slides, a rope swing and trampolines.) He discussed the "fun raft"*
40 *concept with Mann, and they believe it would be possible for the Parks Department*
41 *employees to construct such a raft over the course of the winter. Fuzzy Sunstrom is*
42 *willing to donate a 21' pontoon boat to the Village, and that boat would work quite well*
43 *as a base for the raft. The Committee members indicated that they will gratefully accept*
44 *Sunstrom's donation, and requested that the Parks Department employees work on the*
45 *"fun raft" project as time permits. Mann will keep the members of the Parks Committee*
46 *advised of the status of this project.*

- *Some logistical issues will quite likely come into play if the “quiet craft operation area” which was mentioned at the previous day’s meeting is constructed as specified. Clove then presented photographs of the beach, noting that if the designated “quiet craft operation area” is created 1/3 of the beach will actually be delegated for the exclusive use of quiet craft operators. Doersching and Lienau noted that they had thought about this issue overnight and had similar concerns. After discussion it was the consensus that the rope should be eliminated and the “designated quiet craft operation area” shrunk slightly. Mann was asked to see that the buoys are installed in the newly designated area ASAP.*

Item No. 5. Adjournment of the portion of the meeting at which the presence of the Parks, Properties & Streets Committee was required:

At 8:56 A.M. a motion was made by Doersching, seconded by Bhirdo that the portion of the meeting at which the presence of the Parks, Properties & Streets Committee was required be adjourned. Motion carried – All ayes. At that point Lienau, Doersching and Clove left the building.

Item No. 6. Discussion regarding festivals and events:

- **Goat Parade Recap:**

- ~ There was strong attendance at the Goat Parade.
- ~ There was fairly wide-spread news coverage about that event in Wisconsin, Minnesota and Chicago.
- ~ John Nelson filmed his own interviews with Lars Johnson for paid distribution through his firm at a later date.
- ~ Milligan has discussed the possibility of combining advertising/marketing with Al Johnson’s for 2017, and Lars and Rolf agree that that would be a good idea.

- **Paddlefest/“Beach Bash” Recap:**

- ~ There was strong attendance at Paddlefest, (259 people were actually on the water in the kayaks, canoes, stand-up paddleboards and the like which were on display), but with the exception of D.O.T. officials and employees there was light attendance at the Highway Ribbon Cutting Ceremony. The people who participated in the Volleyball Tournament played until 4:00 P.M. and they raised \$200.00 for the Gibraltar Girl’s Volleyball Team. Due to high winds Bay Shore Outdoor was unable to offer rentals in the afternoon.
- ~ In spite of the fact that the SBAA and the Village sent out press releases regarding Paddlefest/“Beach Bash” and the Ribbon Cutting Ceremony media coverage for this event in Wisconsin, Minnesota and Chicago was weak. There was some local media coverage.
- ~ The two food vendors who set up tents in Waterfront Park did not do very well as response to their product offerings was weak. Feedback was that they were too close to Wild Tomato and not close enough to the beach.
- ~ Beer sales at “Beach Bash” totaled \$1,031.00, most of which occurred during the Hoi Polloi Concert. Complaints were received that the music Hoi Polloi played was too loud. The suggestion was made that Village officials think about retaining a consultant to see if there is some type of solution to the noise problems which were

1 *complained about during "Beach Bash". Enquist was asked to refer this issue to the*
2 *Village's Parks, Properties & Streets Committee ASAP.*

3 ~ The fireworks got off, but barely, due to high winds which abated just in
4 time. Mark Weborg provided "outstanding" service.

5 ~ Milligan noted that there were six other events going on in Door County on
6 June 25th, but in short people who were in Sister Bay on that date did appear
7 to have a good time.

8 In the future Milligan believes some type of mechanism should be created for measuring
9 the success of any and all events which are sponsored by the SBAA. He will work on
10 drafting a formal policy and provide it to the Board members for consideration ASAP.

11 • **Concerts & Movies in the Park Recap:**

12 ~ The first two concerts were well received and in total produced nearly
13 \$500.00 in concession sales.

14 ~ Social media engagement was excellent. According to Mark Thiede, the
15 Soundman's estimates, there were approximately 450 people at the first
16 concert and 200 people at the second concert.

17 ~ Two other businesses have expressed interest in sponsoring concerts in
18 2017 - Blahnik Investments and Boettcher Communications.

19 ~ In general the set-up/teardown for concerts seems to be running smoothly
20 with little need for additional volunteers.

21 ~ The members of Girl Scout Troop 4356 worked in the lemonade stand for
22 the first concert, and they have agreed to come back on four more occasions.

23 *At 9:23 A.M. Crowell indicated that she had another obligation and left the meeting.*
24

25 **Item No. 7. Coordinator's Report:**

26 Milligan's Coordinator's Report was included in the meeting packets, and the Board
27 members jointly reviewed that document. During the review process Milligan pointed
28 out the following issues:

- 29 • Visitor Center traffic is down considerably this year, but to date there have been
30 254 visitors at the SBAA Office.
- 31 • The mobile versions of most aspects of the SBAA's website are up and running
32 and have been well received.
- 33 • He has been discussing the possibility of creating a "What's Happening in Sister
34 Bay" app. with a consultant and will provide cost estimates as soon as they are
35 available.
- 36 • Forty-six people attended the Spring Social on June 8th, and generally speaking
37 positive feedback was received about that event.
- 38 • Fourteen people attended the June 7th Social Media Seminar, and a number of
39 positive comments were made about the presentations which were made. It
40 appears that the members of the SBAA would like to see more workshops
41 conducted.

42
43 **Item No. 8. Financial Report:**

44 Bittorf indicated that she and Suppanz did not have an opportunity to do bookkeeping

1 or prepare financial reports for June yet. She did present a financial report for May, 2016,
2 and the Board members jointly reviewed that document. The reports for June will be e-
3 mailed to the Board members as soon as they are available.

4
5 *A motion was made by Kane, seconded by Bhirdo that the financial report which was reviewed at*
6 *this meeting is approved as presented. Motion carried – All ayes.*
7

8 **Item No. 9. Committee Reports:**

9 • **Fall Festival Committee:**

10 The members of the Fall Fest Committee met and discussed potential ways to
11 generate more revenues at that event. The Committee members are seriously
12 considering conducting a Fall Fest raffle. (A cash prize would be awarded
13 and the winner need not be present to win.) Milligan will be submitting a
14 Raffle Permit Application to the Bingo Control Board in the near future. This
15 year wristbands will again be given out for free but donations will be
16 gratefully accepted. Milligan has been discussing the idea of resurrecting the
17 Fall Fest Soap Box Derby with Fuzzy Sunstrom. Several of the Board
18 members indicated that they believe this is a very good idea. At one time the
19 Soap Box Derby was a very popular activity and afforded “the locals” and
20 their kids a fun and unique opportunity to get involved in Fall Fest.
21

22 • **Film Fest Committee**

23 Work is ongoing on expanding Film Fest.
24

25 • **Door County Festival of the Arts Committee**

26 Plans are well underway for the Door County Festival of the Arts. There are
27 the same number of vendors as last year.
28

29 **New Business:**

30 **Item No. 10. Discussion regarding establishment of a Marketing and Advisory Board:**

31 *Milligan believes it would be wise to create an informal SBAA Marketing and Advisory Board,*
32 *and it was the consensus that this should occur. He will contact potential members and provide a*
33 *report on the status of this issue at the next meeting.*
34

35 **Item No. 11. Discussion regarding the possibility of consolidating all sponsorship**
36 **requests:**

37 *It was the consensus that in the future all event sponsorship requests on behalf of the SBAA*
38 *should be consolidated.*
39

40 **Item No. 12. Discussion regarding the Village’s request to have the SBAA design light**
41 **pole banners:**

42 There are thirty-three light poles in the downtown area. Sharon Anderson is working on
43 potential designs for recurring events, seasonal activities and “Welcome To Sister Bay”
44 banners, and proofs will be presented to the Board members as soon as they are
45 completed. After the Board members have conducted their review a recommendation
46 will be forwarded on to the Village’s Parks, Properties & Streets Committee.

1 *The next meeting of the SBAA Board of Directors will be conducted at 8:00 A.M. on Thursday,*
2 *August 4, 2016.*

3
4 **Adjournment:**

5 *A motion was made by Bhirdo, seconded by Kane to adjourn the meeting of the SBAA Board of*
6 *Directors at 9:54 A.M. Motion carried – All ayes.*

7
8 Respectfully submitted,

9 

10 Janal Suppanz,

11 Assistant Administrator/Secretary